



SECTION 6: PLANNING METHODOLOGY

Overview

The study process progressed through four primary phases. The first phase involved coordinating with all stakeholders in the collection of data and base information for the corridor. The second phase involved the evaluating of the existing transportation and land use conditions as well as establishing the goals for the study based on an analysis of existing and future conditions. The third phase focused on the development of alternative corridor improvement scenarios for consideration through the evaluation process. The final phase consisted of the evaluation of the scenarios and the crafting of draft and final recommendations. During this phase qualitative performance measures on the potential future impacts of the scenarios was generated and reviewed with the city staff and local community.

Methodology

The following methods were used to conduct this study:

- Data Gathering
- Stakeholder interviews, advisory committee meetings and community workshops
 - Surveying the study area
 - Research of existing conditions
 - Market research and analysis of industry data

The project team schedule is listed below:

August – November 2004

- Collection of Data and Base Information
- Interview of Stakeholders
- Establish an Advisory Committee/Conduct Meetings
- 1st Public Meeting (Kick-off Meeting)

December 2004 – February 2005

- Evaluate Existing Transportation and Land Use Facilities
- Develop Goals and Objectives
- Advisory Committee/Public Meetings
- Held Community Charette
- Initiated Market Analysis

March 2005 – May 2005

- Develop Scenario Framework
- Land Use and Zoning Overview
- Community Meetings
- Preliminary Recommendations

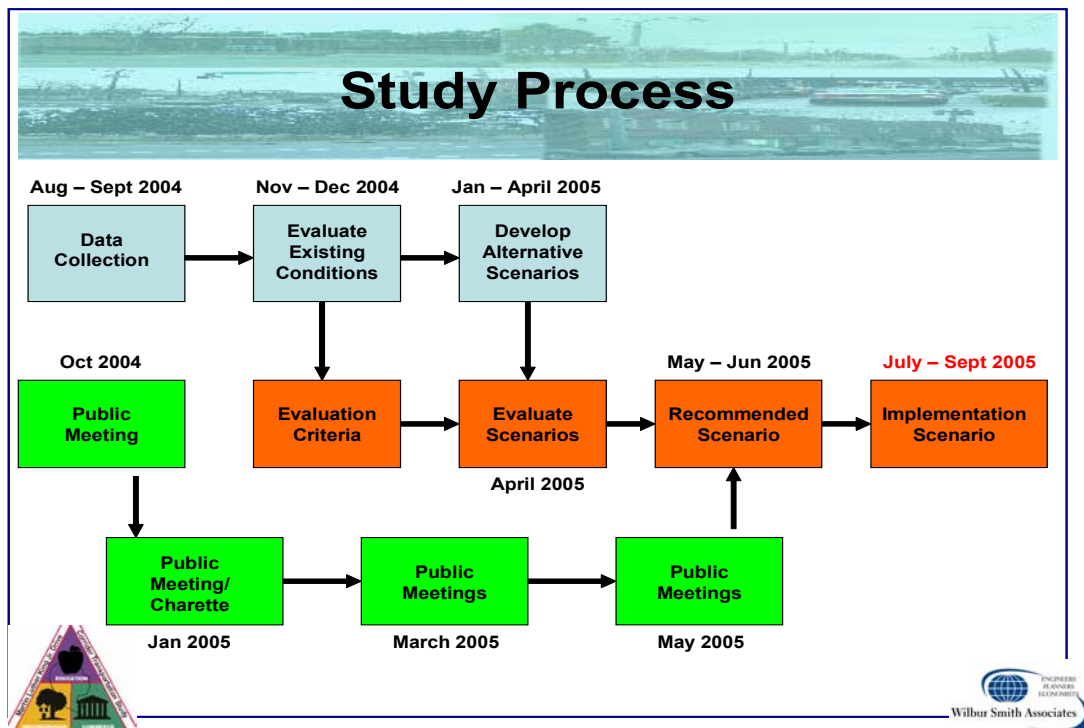


June 2005 – October 2005

- Refine Scenario Framework
- Land Use and Zoning Overview
- Community Meetings
- Open House
- Draft Market Analysis
- Finalize Recommendations
- Draft Final Plan
- Implementation Scenario

Figure 6-1 below provides an illustration of the study process:

Figure 6-1: Study Process Flow Chart



Scenario Process

The study team developed scenarios consistent with the project goals and objectives and included a substantial amount of feedback from the public (*as discussed in Section 2: Community Goals and Objectives*). The team initially developed draft scenarios for the study organized by segments incorporating the existing conditions analysis and feedback from community stakeholders. Key community stakeholder's comments and suggestions are categorized into the following elements with corresponding 'themes':



Transportation Themes

- Accommodate Pedestrians / Bicycles
 - Crosswalks
 - Sidewalks
 - Multi-Use Trails
 - Paving/Lighting
- Expand Transit
 - Bus Rapid Transit
 - Rapid Rail
 - Transit Shelters
 - Transit Oriented Development
- Improve Roadway
 - Landscaped Median
 - Traffic Calming
 - Intersections / Traffic Signals
 - Road Widening
 - Road Widening

Land Use Themes

- Preserve
 - Historic Neighborhoods
 - Parks/Greenspace
- Create
 - Mixed Use Development
 - Office/Retail
 - Residential/Retail
 - Commercial Development
 - Retail (Low Density)
 - Retail (High Density)
 - Restaurant / Outdoor Café

Urban Design Themes

- Define streets and public spaces as shared use
- Link architecture to surroundings
 - Make setbacks consistent
 - Redevelop vacant/blighted areas
- Provide a clear sense of location
 - Markers / Gateways

Housing Themes

- Add
 - Residential Single-Family Homes
 - Town Homes
- Improve Existing Structures
 - Older apartment buildings



These themes allowed the project team to develop some preliminary scenarios for the study that are described in full in *Appendix 2: Planning Methodology* and are based on the following:

- 1) Existing Conditions/No-Build (*Do Nothing*)
- 2) Pedestrian/Traffic Operations Emphasis
 - 'Quick Fix' or Short-Term Projects and Improvements
 - Less Costly
- 3) Roadway Emphasis
 - Long-Term Improvement and More Costly
 - GDOT Coordination
- 4) Transit Emphasis
 - Transit-Related Improvements/Projects
 - Intermediate Time Frame
 - Coordinate with Transit Providers

The study team assessed the performance of each scenario in relation to the study goals with a qualitative approach. The team developed an evaluation matrix to qualitatively compare the scenarios against the community's (NPU) goals and objectives that were prepared for the *2004 – 2019 Comprehensive Development Plan* (CDP). This method gauged how well the scenarios supported the community's NPU goals in the CDP.

The evaluation matrix located in the *Appendix 2: Planning Methodology*, includes the qualitative analysis of mobility, accessibility, land use, and cost. For each analysis area, several performance measures have been selected as a means of evaluating the efficiency and effectiveness of the transportation and land use strategies incorporated in the scenarios. Within the evaluation matrix, a very simple qualitative rating was assigned to each scenario enhancement, whether it increased the performance of the goal, decreased the performance of the goal or had no effect (no change) on the goal. The tables on the following pages summarize the qualitative performance measures for the following scenarios for this corridor study:

- Scenario 1 – Existing Conditions/No Build
- Scenario 2 – Pedestrian Accommodations/Traffic Operations
- Scenario 3 – Roadway Emphasis
- Scenario 4 – Transit Emphasis
- Scenario Enhancements

Summary of Results

Public and agency input were critical to the evaluation process. During the development of the evaluation process and the scenarios, the general public was involved through a series of meetings. These included a kickoff meeting and a public workshop in addition to 3 additional rounds of meetings. The study was also guided by an Advisory Committee, made up of

Martin Luther King, Jr. Drive Corridor Transportation Study

Final Report



stakeholders within the study area, who met regularly to provide input and feedback to the City of Atlanta.

After completing the evaluation matrix and the comparison with the goals of the community's NPU's, the results were presented to the city staff and Advisory Committee as well as the general public during the third round of public meetings. Through various public involvement techniques (see *Section 7: Public Participation*), the community reached consensus for following recommendations and strategies:

- Raised landscaped median with plantings, trees, etc.
- Need for improved transit accessibility along the corridor
- Sidewalk and streetscape improvements
- Signage and gateway measures at key locations along the corridor
- Increase in greenspace/park features at key locations
- Enhancing pedestrian accessibility (signals, crosswalks, traffic calming)

These strategies and preliminary recommendations gathered from the planning methodology and related evaluation process led to the development of the project team's final recommendations and implementation plan for the MLK Jr. Drive Corridor Transportation Study.

Martin Luther King, Jr. Drive Corridor Transportation Study

Final Report

